

Deconstructing the Donut

Strategies to assist academics in the age of Altmetrics

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Abstract: We were curious to find out what drives high Altmetric attention scores. Is it Twitter, news, Facebook or blogs? Discovering the drivers of exceptionally high Altmetric scores allows us to provide researchers with useful advice on how to best engage with social media and extend their research reach.

The Altmetric Attention Score is a composite index that indicates the attention a research publication receives across a range of platforms, including mentions in mainstream news and on Twitter, Facebook, Wikipedia and blogs. The final score is weighted based on the relative impact and reach of each platform.

Methods: We analysed the data from Altmetric.com for the full body of publications ($n = 34,034$) at the University of Tasmania to identify notable publications of different types of social media to outputs that received a high degree of attention. Linear regression was used to identify the social media types that correlated most strongly with final Altmetric Attention Scores.

University of Tasmania's Greatest Hits - Top 4 publications:



1. World scientists' warning to humanity: a second notice - *BioScience*, November 2017



2. Plastic waste inputs from land into the ocean - *Science*, February 2015



3. Vitamin D supplementation to prevent acute respiratory tract infections: systematic review and meta-analysis of individual participant data - *British Medical Journal*, February 2017



4. Exceptional and rapid accumulation of anthropogenic debris on one of the world's most remote and pristine islands - *PNAS*, May 2017

Publication #	News mentions	Blog mentions	Twitter mentions	Altmetric score
1	186	26	9464	7381
2	582	127	694	3749
3	297	18	1185	2781
4	311	25	436	2436

High contribution to Altmetric score

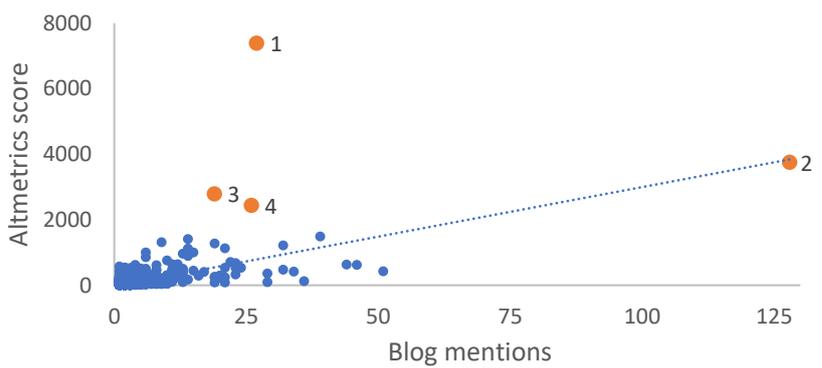
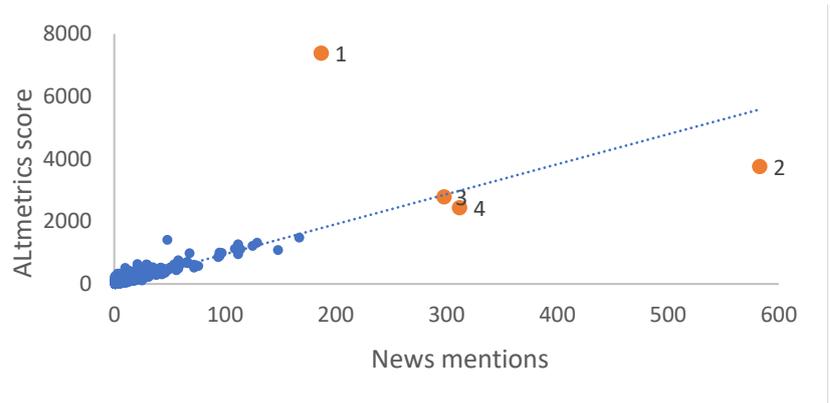
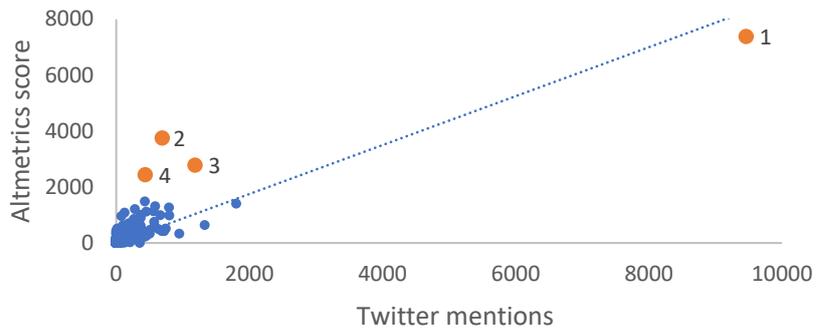
Disproportionately high contribution to Altmetric score

Low contribution to Altmetric score

Disproportionately low contribution to Altmetric score

Results: Cook's distances to regression fits indicated that the top four UTAS publications listed by Altmetric.com were outliers with respect to certain contributing social media outlets to the final Altmetric scores. This suggests that the best UTAS publications achieved their Altmetric Attention Scores in a different way than to the average UTAS publication.

~ In our role as administrators, it is crucial that we support researchers in this shift from traditional citation counts to the inclusion of measures of impact and engagement ~



Discussion and Recommendations:



News is heavy. News mentions strongly correlate with overall Altmetrics attention scores and have high impact. Authors should engage with news media wherever possible and contact institutional press offices to check for publicity opportunities.



Tweets are sweet. Twitter mentions have a moderate correlation with overall Altmetrics scores but are a simple way to increase exposure. Create and use a diverse Twitter network and ask societies and institutional press offices to tweet papers.



Blogs can bite. Although blog mentions have only a modest correlation with overall Altmetrics scores, individual scores can have high impact. Authors should post and moderate blogs within their fields.

<http://ecite.utas.edu.au/127934>